

THE LOMOND PRESS

SAMPLE COPY

VOL. 1, No. 1.

THURSDAY, NOV. 15, 1928

\$2.00 Per Year

P. L. FROST

NOTARY PUBLIC CONVEYANCER

REAL ESTATE

INSURANCE IN ALL ITS BRANCHES

Lomond, - - Alberta



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LOMOND

**The
Store
of
Quality**

This Business is Operating

The Child's Savings Plan

Think of your children by trading with us.

For Sale

Village Lots

10-Ton Fairbanks Scale

1 1-2 h.p. Engine (Gould, Shapley & Mair)

Both Engine and Scales in good condition.

GEO. WM. WHITELY,

AUCTIONEER & VALUATOR

Combination Auction Sale!

Commencing 1.00 p.m.

Sat'y, Nov. 24th

Consisting of Stock, Implements, Harness, Furniture, Etc.

Fetch in Your Goods.

G. W. WHITELY, Auctioneer.

Just by Way Of Foreword

Publicity is a necessity to the development of any community or enterprise. There are different methods of achieving publicity which naturally include the spreading of news by word of mouth, by letter or circular and various other ways including bill boards, signs, etc., and the more modern radio distribution.

None of these, however, have been able to achieve such satisfactory results as a newspaper. It's regularity of publication permits every anticipated happening of general interest to be announced a sufficient time before its occurrence to allow everyone to participate in the event, of whatever character it may be. As a means of communication between businessmen and their customers it is the only utility that has consistently proven its value in either rural or urban centres. Other means of advertising are valuable in their places, but no means has been devised to replace the newspaper in distributing news or business announcements.

For a local paper to be a success it must have not only the support of business men but of every possible adult resident of the community. It is not the publication of an advertisement that counts, no matter how attractive its contents, but the extent of its distribution, among possible customers. To insure the advertisements receive proper attention the medium by which they are carried must be attractive enough with news items to secure perusal of the paper by everyone, particularly the heads of households. Given these attributes the newspaper will invariably prove profitable to both public and publisher.

While there must be enough business support to make the newspaper financially possible, the co-operation of the community in making it generally interesting by contributing to its news columns whenever possible is just as essential if success is to be achieved. The operation of a local newspaper has never resulted in the publisher getting rich as a direct result of his newspaper work in fact he is usually one of the poorest paid individuals in the community estimated upon the basis of the actual work he performs, and as a rule he contributes more to the advantage of general interests than any other business concern. In consequence the suggestion of co-operation upon the part of the public can scarcely be taken as a request for charitable support. There is not an outstanding community in the country that has not a local paper, and the better the paper the better the community.

Lomond has had some unsatisfactory experiences with newspapers which may make things more or less difficult for The Press. It is to be hoped, however, that the difference between a paper published from an office of several years standing and close enough to practically guarantee the publisher's responsibility will not be allowed to suffer from previous failures. This paper will continue to run until every dollar paid to it is earned or the unearned portion will be refunded, and the only consideration that will make the latter statement applicable will be a lack of sufficient support to continue it successfully. If Lo-

Lomond Territory Full of Wheat

With the rest of the country Lomond is experiencing the effects of the grain blockade severely. The Home elevator has erected two annexes with a capacity of 50,000 bushels, while the McLennan elevator has provided extra room for 25,000 bushels. Up to date 240,000 bushels of wheat have been shipped, 250,000 are in store and the amount in the hands of the farmers is estimated at 750,000 bushels. When it is considered this grain is practically all high grade the splendid crop reaped can be realized. The slow deliveries owing to lack of transportation facilities has prevented the full benefit of the crop being realized but confidence on the part of the business men is growing rapidly and there is no doubt that improved business conditions will result in rapid growth in every direction in the next twelve months.

Changes in System Outlined to Teachers

Hon. Perren Baker, Minister of Education, delivered the feature address at the Southern Alberta Teachers' Association convention, which concluded at Lethbridge, Friday afternoon. After examining the weakness of the present form of educational administration in the Province, the speaker outlined the scheme of reform which it is hoped shortly to embody in a bill to be introduced before the Legislature. This will involve a complete reorganization of the Province into 20 larger units or divisions, each divided into five wards. A superintendent and two helping teachers will be the organizing officials in each division and the whole scheme promises to lead a great improvement in educational connections. Dr. M. E. Lazerson of Alberta University also addressed the convention, which has been the largest on record.

LITTLE—FLORENCE

A quiet wedding was solemnized at the residence in Champion, Wednesday afternoon, November 14th, when Mr. Jay C. Little, son of Mr. and Mrs. Alfred C. Little of Stavelly, Alta., was united in marriage to Miss L. Florence, eldest daughter of Mr. Andrew Florence, also of Stavelly. Rev. S. R. Hunt officiating clergyman. The bride was attended by the groom's sister, Mrs. B. Hummel of Champion, while the groom was supported by the bride's brother, Elton Florence. Mild showers of confetti, rice and all good wishes for a happy and prosperous future, the happy couple left on the evening train for Calgary where they will spend a short honeymoon, later returning to Stavelly where they will reside.

Mr. Little formerly resided with his parents a few miles east of Lomond.

No Corn Show This Year

Owing to the usual weather conditions during the latter part of August and early September, and the consequent reduction in the quality of much of the corn grown, the directors of the Provincial Corn Growers' Association after making a careful survey of the situation have decided against the holding of a corn show this fall. It may be noted that similar action has been taken by those in charge of the Saskatchewan corn show for this season.

Lomond wants a newspaper that will make its appearance regularly the opportunity is here. First impressions are all in favor of a satisfactory result from the beginning, if the editor is any judge of the situation, and it will take but a short time to inspire mutual confidence.

BECAUSE IT PAYS

The one great reason for having a Farmers' Company is that it pays farmers to have it.

And the one great reason for using the Farmers' Company elevator is that it pays to use it.

Long experience has proved to farmers that it does pay to have a Farmers' Company and that it does pay to make use of it.

Deliver your grain to

UNITED GRAIN GROWERS LTD.

ELEVATOR AT LOMOND

Meat Market AND Groceries!

In addition to supplying your wants in fresh and cured Meats I have now a complete line of Groceries and can assure you of Quality Goods at very reasonable prices.

H. F. BURNE
LOMOND

Wm. Manning

General Blacksmith
& Woodworker

Modern Equipment
Expert Workmanship.

Lomond - Alta.

WINTER

EXCURSIONS



Pacific Coast

Vancouver-Victoria

New Westminster

Tickets on sale certain dates

DEC. 1 to JAN. 5

Return Limit April 15, 1929

Eastern Canada

Tickets on sale

DEC. 1 to JAN. 5

Return Limit Three Months

Central States

Tickets on sale

from stations in Sask. - Alta.

DEC. 1 to JAN. 5

Return Limit Three Months

Old Country

Tickets on Sale

DEC. 1 to JAN. 5

To Atlantic Ports

St. John, Halifax, Portland

Return Limit Five Months

Ask the
Ticket Agent
For Full Information

CANADIAN PACIFIC

The Lomond Press

B. N. Woodhull, Publisher.

Issued every Thursday morning from the office of publication at Lomond, Alberta.

Subscription \$2.00 per year, payable in advance.

ADVERTISING RATES

Legal advertisements, 12 cents per line for first insertion, 10 cents per line for each subsequent insertion.

Advertisements of Wanted, Lost, Found, Strayed, etc., not exceeding one inch, 50 cents for first insertion, 25 cents for each subsequent insertion.

Commercial rates on application.

THURSDAY, Nov. 15, 1928

NOTES AND COMMENT

Alberta acquired 11,000 new settlers in the past six months, being third from the top in comparison with the provinces in the Dominion, Manitoba leading and Ontario coming second.

When one considers the wonderful plans for the bettering of conditions brought forward in every political campaign, it seems peculiar that there is anything left to improve if a functional part of the promises and plans were carried out as the result of previous campaigns.

The continued prosperity of Western Canada will result in the establishment of branches of English manufacturing concerns in the near future according to press dispatches. This will be growth along with very desirable lines. Manufactured goods at any more reasonable prices would largely be prolonging the prosperous period.

Early action in the farm loans scheme is being urged upon the Dominion government by Alberta interests, who expect farmers in parts of the province where the crop was poor will wish to take advantage of the early closing of the scheme.

While some difficult problems have presented themselves in the use of combines for wheat harvesting there is no doubt that the combine has come to stay. Several operators in this district have had an unusually successful season with their combines and practically every machine in the field has proved the economical possibilities of the combine as compared to the binder and threshing machine.

The Alberta government has in view the reorganization of the inspection departments, an effort being made to prevent overlapping. The provincial police will be used more largely in this way than has been the case in the past.

An investigation into the mixing of grain at terminal points will begin at once. Hon. Chas. Dunning has been in England for some time looking into complaints on the part of millers there as to the quality of wheat they received and as a result has recommended a complete investigation of the mixing situation.

With so many people flocking to this province for the harvest there is scarcely a possibility that many bad actors will not be included, and prevalence of crime, especially in the cities is no doubt largely due to this cause. Coupled with this is the fact that many of the men dissipate their earnings at the first opportunity and are very likely to go outside the law when they are broke.

The result of the presidential election does not seem to have caused much surprise among those acquainted with the situation in the United States resident here. While there were decided in their allegiance to the republican and democratic parties, the great majority favored Hoover to win. His record stood very high, although not as high as is generally termed a politician, and it is doubtful if Smith's political affiliations did not prove a considerable handicap to him in the race.

Canada had but little to gain by the success or failure of either of the parties in the United States campaign just closed. But candidates for the presidency were committed to a continuance of the high protective tariff with regard to farm products which has been in effect for some years, although from the outside it looks very much as though any benefit to the farmer from the high impositions on farm products were more than offset by the tariff on manufactured goods. The fact that other measures than tariff regulations are admittedly necessary to save farm interests across the line would not lead anyone to copy the tariff method of improving the standing of the farmers.

S. Barnes of the Dominion Experimental Farm at Swift Current has been experimenting largely for some years in measurements of the moisture contents of the ground after heavy winter snowfall and has reached the conclusion, contrary to general acceptance, that there is very little gain from the snow, and sometime none. It is quite possible that different results might be arrived at by an experiment in this part of Alberta in some seasons, but in winters when the ground is frozen to a considerable depth there is little doubt the same conclusion would be reached as in Saskatchewan where the measurements were made. According to this summer rains continue to be the real source of moisture necessary for the crop unless there is sufficient precipitation in the fall before freeze-up to provide a reserve.

HEALTH SERVICE OF THE CANADIAN MEDICAL ASSOCIATION—HARDENING OF THE ARTERIES

The arteries are normally elastic. Control of blood pressure is exercised, first of all, by the heart, or pump, through the force and frequency of its beat; and, secondly, by the arteries, through their expansion or contraction, which ability they possess as a result of their elasticity. Some of the arteries are very large, such as those in the abdomen, and if they relax, they are of the body. Sometimes they do this, with the result that the person faints because all the blood is drained away from the brain.

As we get older, the elasticity of the arteries is gradually lost. It is said, with much truth, that a man is as old as his arteries. When the loss of elasticity is rapid, premature old age results. Along with the loss of elasticity, there is a thickening and hardening of the walls of the arteries. They become more or less brittle, and break comparatively easily; the calibre becomes smaller, on account of the thickening, and this tends to raise the blood pressure. The result is a thickened and widened artery with a blood pressure above normal.

We do not know how hardening of the arteries can be completely controlled. We do know, however, what in many cases, will check the development of the condition. We know that the absorption of poisons from diseased teeth, tonsils or other parts of the body must be stopped. We know that overstrain, both physical and mental, must be avoided. We know that the condition of all systems of the body must be watched and remedied when necessary, because if one part of the body is diseased or is not functioning properly, a strain is thrown thereby upon all the other parts, including the arteries and other parts of the arterial system.

Questions concerning health, addressed to the Canadian Medical Association, 154 College Street, Toronto, will be answered by letter. Physicians as to diagnosis and treatment will not be answered.

HIS BUSINESS

"My landlord is one of the most curious men I have ever met."

"What makes you think so?"

"He's always asking when I am going to pay the rent."

How To Collect

"If you collect this money," said the printer, "I will give you a regular job."

To the printer's astonishment the young man returned in half an hour with the money.

"How did you do it?" he gasped.

"I told him," said the young man, "that if he didn't pay me I would tell all his other creditors that he had paid."

"Touney," said the careful mother, "do I actually see you playing with your soldiers on the Sabbath day?"

"Oh, that's all right, ma," replied the young hopeful, "this is the Salvation Army!"

If you are contemplating an Auction Sale consult

'The Press'

We believe we can offer you so attractive a proposition you could not fail to embrace it

In writing address

The Press
Lomond, Alberta



Albansham—Well I have just paid the doctor ten dollars on our bill.

Wife—Thank Heaven! Two more payments and the baby is ours.

Lost anything? Found anything? Try a "Want Ad." in The Press.



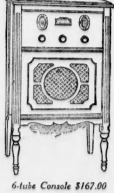
Inspires
Pride

WHEN you realize what tempting coffee the Hotpoint Percolator makes you'll feel genuinely proud of it. And your pride will increase when you use it to entertain your guests, for the Hotpoint Percolator is as beautiful as it is useful. Your Hotpoint Dealer can show you several styles—but the quality of each is the same—the best. The Hotpoint way is the modern way of making coffee.

\$15.95 to \$41.50

Hotpoint
PERCOLATOR

CANADIAN
GENERAL ELECTRIC CO.



THE Radio Set that lacks in sensitivity is useless in many parts of Canada.

In the Westinghouse Receivers sensitivity has been developed to the full possibilities of present day Radiotrons. More than that, the 6 tube Westinghouse Model have power in abundance—reserve power to bring in the very distant stations with clarity and reasonable volume.

Extraordinary sensitivity is the result of the combined laboratory engineering of Westinghouse Radio and Radiotron Engineers to create the perfect radio receiver for Canadian conditions.

AUTHORIZED WESTINGHOUSE DEALERS

For Batteryless, Battery and the Full Line of Radiola Models

GEO. HEDGES & SON, Lomond

Mccormick-Deering Agency. Hardware, Gas, Oils, Etc.

Trains Operating Northern Extensions

Train service has been inaugurated on the new fifteen-mile extension of the Central Canada railway from Whitlaw to Fairview, formerly known as Waterhole, an order authorizing the commencement of the service having been signed on Saturday last by Hon. V. W. Smith, Minister of Railways, following an inspection made by engineers of the department. Construction work is also being pushed rapidly to the completion on the twenty-five mile extension of the E. D. and B. C. to Hythe, and it is expected that this line will be in operation within a short time.

Salt Strike Made At Waterways

An important discovery indicating the wealth of resources in the northern part of Alberta is announced in the striking of a deep bed of salt in the test well being drilled at Waterways under the direction of the Provincial Department of Railways. Salt was encountered at a depth of 670 feet and the test well has now reached the depth of 883 feet is still passing through this formation. Further tests are planned to determine the probable extent of these valuable salt deposits.

Co-op. Institute Proved Successful

Plans for next year's program of co-operative activities under the auspices of the Wheat Board Surplus Fund trustees were discussed at a meeting held recently in Edmonton. Satisfaction was expressed with the results of the Alberta Institute of Co-operation held during the past season and it is proposed that during the summer of 1929 a number of smaller meetings of a similar nature be held at various points in the province.

British Boys Being Farm Trained

Some 200 young British farmers are expected to come to Alberta early next summer, according to an announcement just made by Hon. George Howland, Minister of Agriculture. The first group will arrive about April 1 and will be followed by the remainder a month later. Arrangements are being made to give these boys a month's intensive training at the agricultural schools at Vermilion, Olds and Claresholm and as they will have received some preliminary instruction in Canadian farming methods before leaving the old country, they will then be in a position to start work at once on farms in the province.

Alberta Wheat Yield Average Reduced

On the basis of returns received by the Department of Agriculture from threshers in all sections of the province, it is estimated that the Alberta wheat crop for 1928 will average approximately twenty bushels per acre. Although this figure is some seven bushels lower than the phenomenal returns in 1927, it is over two bushels above the ten year average for the wheat yield for the province. Former threshers' returns and reports of grain inspections indicate that the decrease to the drop as a result of the frost is more serious than was anticipated when earlier estimates were made.

New Agriculture Text Distributed
A new text book on agriculture is

now being distributed by the school book branch of the Department of Education for use in the high schools of the province. It bears the title "Canadian Agriculture For High Schools," and is authorized as a text for the higher grades, the elementary grades already having a text on the subject. The authors are a number of the members of the faculty of agriculture at the University of Alberta, and the book is particularly concerned with and adapted to the conditions of Alberta farm life and work. Alberta is the first province in the Dominion to have an advanced text of this description.

Work Continues On Southern Highways

Recent contracts for road building awarded by the Department of Public Works include that to H. G. McDonald for the graveling on the Lethbridge-Macleod highway of 25 miles and to the Western Construction Company for completing the grading of the Crow's Nest road to the British Columbia boundary. Work on the graveling will begin at once and a start will be made very shortly with the Crow's Nest contract, the intention being to continue the work through the winter.

Alberta Trade With United States Increased

Trade with the United States for the Province of Alberta during the first nine months of 1928, reached \$1,800,790, an increase of \$110,290 over the corresponding period of 1927, according to the quarterly report of U. S. Consul R. G. Reat of Calgary. The total declared exports from the Calgary district for the period ended in 1927 were valued at \$450,745 and in the same months of 1928 goods to the declared value of \$640,674 were exported. The principal increase was in the exports of cattle. During July, August and September, 1927, 3,480 head of cattle valued at \$186,900 reached the American markets, while in the corresponding months of 1928 a total of 5,579 head of cattle valued at \$312,416 were exported.

The chief exports from the Calgary consular district were: cattle, number 5,579, value \$312,416; fodder and feeds, 3,875 tons, value \$118,481; wool in grease, 213,982 pounds, value \$51,787; lumber, 501,149 feet, value \$32,289. From the Edmonton consular district the principal exports were: fish, 1,685,222 pounds, value \$193,173; meat, 350,970 pounds, value \$185,539; furs, number 30,104, value \$142,860; cattle, number 941, value \$50,725. A marked decrease is shown in the exports from the Lethbridge consular district, for which reduced shipment of hogs to United States markets are responsible. This district exports goods to the declared value of \$492,268, the principal items being petroleum, flour, sugar and coal.

University Steers Ready For Eastern Shows

As in previous years a number of steers fitted for the show ring by the Department of Animal Husbandry at the University of Alberta, will again compete for honours at the Toronto Royal Show and the Chicago International. Nineteen choice animals including representatives of the three principal beef breeds will be sent East this year. It is hoped they will equal the high mark set by Alberta entries in former years. Included in the lot are animals contributed to the University for this purpose by the following Alberta breeders: W. M. Parlow, Calgary; Wm. Sharp, Lacombe; J. L. Walters, Clive; P. Suddaby, Lacombe; C. H. Richardson, Bowden; W. McNaught, Lyle; L. D. MacDonald, Granger and O. J. Grannin, Staveland, the registered eleven head having been bred on the University Farm. Arrangements are being made for an advance showing of these cattle at the University barns at 2 o'clock Wednesday afternoon, November 7, when all livestock breeders and others interested are invited to attend.

SELECTING THE BREEDING MALE

It may seem a little early in the season to talk of selecting new breeders, but this is of such importance that it must be borne in mind early in the season, if best results are to be secured. Early in the growing season the poultryman should have marked "for the breed" all those chickens that had shown the character for slow feathering or any constitutional weakness. There will thus be reserved for breeders, only cockerels from high laying dams that have laid large eggs.

This latter is of great importance for the reason that there is a tendency to diminution in the size of the egg, where selection has been followed for high production, without due care to also select for size of eggs. During the latter part of the summer and early fall it will have been noticed that there were some

cockerels that had developed sexually very early. These cockerels almost invariably finish up as "ponies." In other words, although they look large early in the season, they become set in their growth, and do not make birds of normal size at maturity. Cockerels of that kind should not be retained as breeders, as their offspring will have a tendency to mature in the same manner. They will lay early, before they reach proper body growth, and consequently lay small eggs throughout life.

To summarize, the breeding male should be the son of a high laying, large egg hen. He should be well grown, of good size for his breed, and above all should be vigorous. While vigor may be denoted in every part of the bird, in the broad back-deep body, the well set legs and general action, and in the nervous force, the paramount requirement in an egg breeding male, is indicated by the bright, prominent, piercing eye set in a clean cut face. This is the kind of male that will give results.

To Stimulate Advertising

"An idea which may stimulate an advertiser to use space does not need to be a grand, world shaking idea," says a bulletin issued by the Pennsylvania Publishers Association. "Here is a simple idea which appealed to three different advertisers. They wanted them to read: 'A fur dealer advertised every Thursday and in all of his advertising he termed the day as "Thursday." A shoe shop advertised every Tuesday and referred to the day as "Shoes-day." An optician chose Wednesday for his insertions and referred to it as "Lenses-day.""

McDougall Bros. Win at Calgary

That purebred stock, particularly cattle and sheep, is receiving a fair share of attention in parts of Southern Alberta is attested by the winnings of McDougall Bros. of Calgary at the Calgary Stock Show and Sale held recently, which were as follows:

Heifer born in 1927 before July 1st—2nd and 3rd prize.
Heifer born in 1927 after June 30—1st prize.
Heifer born in 1928—1st and 4th.
Bull born in 1927 before July 1st—1st.

Bull calf born in 1928—2nd.
Alberta Shorthorn Breeders' Association special for Shorthorn bull under two years—1st.
Champion Shorthorn bull—1st.
Dominion Shorthorn Breeders' Association special—1st.

Oxford Sheep—A. S. McDougall Ram Shearling or over—3rd prize.
Ram of calendar year—2nd.
Ewe of calendar year—1st and 4th.
Champion ewe, any age—1st.

Pen of Hampshire ewes, any age—1st.
Two ewe twin lambs sold for \$60 each, which with their prize money showed made \$120.00 for the pair.
Oxford Sheep—C. D. McDougall Ram Shearling or over—2nd prize and sold for \$92.50.
Hampshire—C. D. McDougall Pen of Hampshire ewes, any age—1st prize.

The Hampshire ewe lambs sold at \$60.00 each.

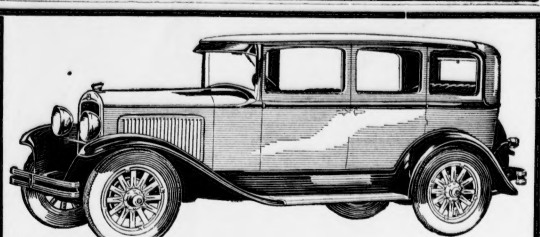
The McDougalls pioneered in the purebred stock movement. As a result not only their immediate neighbors but many others in the district have improved their stock.

To cope with increased business, the stamping plant of General Motors of Canada here will be doubling its capacity, and an additional 300 men will be employed in this unit. W. E. Davis, assistant general manager of the company, announced. The basement under the present stamping plant is being made ready for occupancy at a cost of about \$40,000, and an additional \$40,000 is being spent for new machinery. The new section of the plant will be in operation about March 1st.

The stamping plant is used chiefly for the manufacture of fenders, hood, radiator shells, and other sheet metal products used in making automobile bodies. The opening of a new plant at Regina and the opening of the Walkerville plant, both of which will assemble parts made in Ontario and other eastern centers will it is expected, increase the volume of work for the local plant.

The latest program announced by General Motors includes a total of \$100,000 in actual building construction. Besides the stamping plant alterations, a 4,000 ton coal storage building is being built at a cost of \$40,000 and a considerable addition is also being made to the central heating plant equipment at.

Additions to the lumber storage buildings and a new truck testing building will total \$40,000, all of these being exclusive of equipment.



Chrysler-Plymouth At Last! A New Car Whose Like-In Style, Performance and Value-You Never Have Seen Before

No one but Walter P. Chrysler and his great engineering organization ever attempted such a car at such a price.

Plymouth is the amazing realization of the Chrysler vision of a low-priced car embodying the beauty, the quality, the durability and the value of the finest cars.

Abundance of power from the new Silver Dome high compression engine which uses any gasoline. Characteristic Chrysler speed, power and pickup. Luxurious comfort over rough stretches that many \$2000 and \$3000 cars can well envy. Supreme safety of internal expanding hydraulic wheel brakes.

efficient in any weather—the only car near its price with such equipment.

Full-sized bodies with ample seating capacity for adult passengers. Fine deep upholstery. Swagger body lines in the new vogue created by Chrysler—new slender profile radiator—new bowl-shaped lamps—new type air wing fenders.

Rugged dependability insuring years of faithful service with exceptional freedom from mechanical trouble—the result of Chrysler Standardized Quality in the materials and precision manufacture.

Ride in the Plymouth Drive the Plymouth the most astonishing performance, quality, style and value the world has ever known!

Prices at your door, complete with front and rear bumpers, spare tire and cover, windshield wiper.

Coupe	\$1120	DeLuxe Coupe, rumble seat	\$1181
2-Door Sedan	1145	Roadster	1120
4-Door Sedan	1186	Touring	1145

Kyllingstad Auto Service Splittorf Radio. Lomond, Alta.

4 Great Advantages

Others would Pay Millions to Be Able to Give.

No carbon troubles... No valve grinding... Lower up-keep cost... No periodic lay-ups... 4 great advantages... The Willys-Knight sleeve-valve engine ensures them all!

The sleeve-valve motor of the Willys-Knight is an exclusive feature which other manufacturers would pay millions to get... but it is protected by patent.

Instead of gradually losing in power and efficiency, in smoothness and silence, as do all cars of poppet-valve design, the sleeve-valve engine.

Willys-Knight actually improves with use. It grows quieter, more powerful and more efficient with every mile.

And now—Bellflex Shackles—still another new and exclusive Willys-Knight feature—Bellflex eliminates the metal shackles and provides that the sprung parts of the car are insulated from the chassis by a noiseless, flexible fabric-shock absorbing, rubber-tired—thereby giving permanent chassis silence and diminishing wear at every point of the car.

"70" Willys-Knight Six prices from \$1625 to \$1800; Willys-Knight Great Six, from \$2575 to \$3500; factory, Toronto, Texas extra.

"70" WILLYS-KNIGHT SIX

Whippet Fours and Sixes

G. F. BURNE, Dealer, Lomond.

and General

airie fire which started a fire of Armada on Sunday night. As far as can be learned no stock was lost nor other damage done than to the pasture.

Miss Una Günther spent the week end and holiday in Drumheller on a visit to her brother.

Mr. and Mrs. Barnett were visitors to Drumheller for Thanksgiving.

Miss Doris Adams was in Lomond from Calgary over the week end on a visit to her parents, Mr. and Mrs. Chas. Adams.

Thomas Chapman moved a house into town during the week and will occupy it during the winter.

Miss Steele, who is attending Normal School in Calgary, spent Thanksgiving in Lomond.

Miss Evelyn Hugins spent the week end at the Porter Noyes home across the Valley.

The Lomond teachers attended the teachers' convention last week, leaving from Vulcan on Wednesday.

Mrs. A. J. Dilly was in Calgary last week, taking her son George up for medical examination.

Mr. and Mrs. Berteath and family spent the holidays in Lethbridge.

Mr. Wilkinson and John spent the week end at their home in Medicine Hat.

Frank Aseltine is away holidaying in Drumheller.

Mr. and Mrs. N. H. Erskine spent the holiday in Drumheller, visiting Mrs. Erskine's sister and friends.

Don't forget the big masquerade dance in Lomond on Nov. 23rd.

One of the waiters in Joe's restaurant received a bad smach behind the ear in a brawl on Monday. The offender is being prosecuted.

On and after Monday, Nov. 19th, the stores in Lomond will close at six o'clock every night except Saturday. Those interested are requested to take notice.

Prizes will be awarded for costumes at the masquerade dance on Friday, Nov. 22nd. The best of refreshments will be served.

Turkey supper and bazaar under the auspices of the Ladies' Aid in Barnett's hall on Nov. 16th. Supper 6 to 8 p.m. Programme to follow, price 50c and 75c.

Carl Benson is prospecting for oil north east of Lomond for the Hudson Bay company and is down over 200 feet.

The Lomond Meat Market has been renovated, and is now ready for Christmas trade.

United church service next Sunday at 7:30, Sunday school at 11 a.m. Rev. Brundage pastor.

Jack Kotch made a flying trip from Lethbridge to Lomond on Wednesday, taking his brother back with him.

The Alberta Pool elevator is giving preference to grain which is lying on the ground, an affidavit being required from the owner to secure the preferential delivery.

C. W. Thompson, who injured his eye while cutting wood, is in Calgary for expert attention.

The annex to the McLeannan elevator has been completed and is taking in wheat of grades 3, 4 and 5.

Kyllingstad's garage east of Commercial hotel has been renovated for the winter trade.

The Armada Hockey Club are busy collecting and making preparations for their new rink.

Seed Fair at Edmonton

The Alberta Provincial Seed Fair will be held in Edmonton during the week of January 15th, 1928. It is announced by Field Crops Commissioner W. J. Stephen. It is expected that the attendance will include a large number of farmers interested in the production of high quality seed grain, as well as many delegates to the I. H. A. annual convention which is to be held in Edmonton during the same week. Arrangements are being made, as in previous years, to hold the annual meeting of the Alberta Seed Growers' Association at the same time.

Gasoline Consumption Increasing Rapidly

Sales of gasoline in Alberta for the first ten months of 1928 have exceeded by some 6,000,000 gallons the sales in any previous year, according to figures issued by the Department of the Provincial Secretary. This increased consumption is attributed to the ever-growing use of tractors, grain trucks and combined harvesters in the province as well as the increased number of automobiles licensed during the present year.

Records show that the consumption of gasoline in Alberta for the past seven years, with the exception of November and December, 1928, has been as follows:

1922	9,225,920 gallons
1923	12,902,288
1924	11,708,307
1925	15,570,283
1926	18,188,808
1927	25,000,000
1928 (to October 30)	31,000,000

Lethbridge Northern Gets Many New Families

During the past year in the neighborhood of 100 families have been settled on irrigated farms in the Lethbridge district it is announced by James Pike, director of colonization for the Lethbridge Northern Irrigation District. This brings the total farm population in the Lethbridge Northern area up to some 800 families. Crops in the irrigation section have been very good during the season, states Mr. Pike, but suffered, as in other parts of the province, from the effects of hail and frost and the probable result will be that more attention will be paid to mixed farming.

Telephone Business Expands

Continued expansion of its service throughout the province during the month of October is reported by the Department of Telephones. An increase of 422 stations in operation is shown for the month, bringing the total increase for the first ten months of 1928 up to 2,796. In the Peace River and Grande Prairie districts new offices have been opened at McLeannan, Nampa, Wainman and Frostville and a new long distance line connects Grand Prairie and Wainman. It is expected that an exchange will be opened shortly at Fairview and that existing equipment will be moved to new townships at Hythe, Beaver Lodge and Bluesky.

A new office has been opened at Turner Valley and at the new township of Mallaig on the Bonnyville extension of the C. N. R. Continuous service was initiated at Halkirk on October 1st. Toll traffic throughout the province for October amounted to \$122,834.65, showing an increase of \$11,711.30 as compared with the corresponding month last year.

Extensive Grazing Leases

During the year 1927 there was in existence on Dominion lands in the province of Manitoba, Saskatchewan, Alberta and in the Peace River Trust and the Railway Belt in the province of British Columbia, some 9,777 grazing leases covering an area of approximately 6,072,189 acres. Returns received in the Department of the Interior for the year 1927 in connection with these leases indicate that 263,742 head of cattle, 127,782 horses, and 123,008 sheep, or all told, 514,502 head of live stock were pastured on lands covered by these government leases.

Poultry Show Prize List Issued

The Prize list for the Alberta Provincial Poultry Show, which is to be held at Calgary December 4th to 7th, 1928, is now ready for distribution, and copies may be had by request from the Secretary, Calgary Poultry and Poultry Stock Association, Exhibition office, Calgary.

In addition to generous cash prizes for all varieties of Poultry, Turkeys, Geese, Ducks, Bantams and Pigeons,

there are several pages of special prizes and challenge trophies to be competed for.

Besides the open classes in all the recognized breeds, there are sections for Production Classes and Novice Classes, and these carry the same liberal cash awards as the open classes.

Then there are divisions for Eggs and for Dressed Poultry. The Dressed Poultry display is always a big attraction, and when the exhibits in this department are auctioned on Wednesday evening, there will be spirited bidding and fine prices realized.

Prospective exhibitors would do well to procure a copy of the prize list early and study its contents.

"Tommy," said the careful mother, "do I actually see you playing with your soldiers on the Sabbath day?" "Oh, that's all right, ma," replied the young hopeful, "this is the Salvation Army!"

John and George, small sons of a Baptist minister, after listening to one of their Father's doctrinal sermons, in which he set forth that baptism by immersion is essential to soul salvation, decided they must baptize their family of cats.

The kittens made no objection. One by one they were somers in the big tub of water.

But when it came to the Mother-cat, she at once rebelled—and fought—and scratched—until at last in desperation, John remarked:

"Just sprinkle her, George, and let her go to Hell!"

An American, newly arrived, went into a London tea-shop, took a seat and waited. Presently a bright-eyed waitress approached him and asked, "Can I take your order?" "Yes. Two boiled eggs and a kind word."

The waitress brought the eggs and was moving on when the American said, "Say. What about the kind word?" The waitress leaned over and whispered, "Don't eat the eggs."

John Jennings has completed overhauling his Ford coupe and can now reach Lethbridge, so he stated in 90 minutes, the distance being 65 miles.

Christmas goods are on display in all of the stores now. Buy early.

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In reading the first issue of The Press remember there was an entire lack of organization for getting out this issue and please give your criticism accordingly.

May we rely upon your assistance in the way of contributions of news for the next issue.



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